

Yama Noorzad & Matt Luke

Creative Team

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Creative Portfolio – yamaandmatt.co.uk

Summary

- A D&AD award-winning **creative duo** made of an **Afghan Liverpool FC fan** and a **Devonshire metalhead copywriter**
- Over **two years' experience as a team** with a **passion for world-changing ideas**, yet never went to ad school
- Produced concepts for brands like **Ford, TUI, Subway, Wren Kitchens and Department for Transport**
- Worked at various London agencies, including **GTB, Mother, MRM//McCann, Proximity and Tribal Worldwide UK**
- Recently **completed 9-month contract at VMLY&R London** and now looking for a new agency to call home.

Creative Experience

Good Brains for Good Brands Creative Team (Part Time) May 2020 – Present

- Volunteering creative skills to charity brands struggling during Covid-19 pandemic
- Most recent campaign for Make A Wish Ireland is currently in development.

VMLY&R London Creative Team (Full Time) June 2019 – March 2020

- Regularly brainstormed concepts for **TUI, Alpro, Baileys, Carpetright, First Choice, Red Cross & Centrepoint**
- Good mix of **above and below the line projects** – delving into traditional, digital and ambient mediums
- Collaborated with strategists, client engagement, designers and senior creatives on a daily basis
- **Attended studio recordings for our radio scripts** and/or assisted voice actors with creative direction
- Occasionally **pitched for new business**, working weekends and long hours to achieve the best creative.

JOLT Academy Creative Placement Team (Full-Time) March 2018 – June 2019

- A **one-of-a-kind diversity scheme**, bringing new teams from various backgrounds into advertising
- Experienced **placements at GTB, Pablo, Mother, MRM//McCann, Proximity & Tribal Worldwide**
- Learnt how to be a creative on the job, working on **live briefs for big brands** and presenting ideas every week
- Tackled live briefs for **Ford, Give Blood UK, KFC, Cisco, Vauxhall, Specsavers, IKEA, Adidas** and loads more.

Yama's Education

Multimedia Animation & The Web 2.2 Class Honours Sept 2010 – July 2014

Graduated from **Anglia Ruskin University** with a degree in **BSc (Hons) Multimedia Animation**, a multi-platform course covering **digital photography, 2D & 3D animation, coding and the basics of filming**. Wrote a 10,000 essay on "The Role of Blackberry Devices in the 2011 London Riots" as dissertation.

Matt's Education

Creative Writing BA 1st Class Honours Sept 2013 – July 2016

Graduated from **Brunel University** with **Creative Writing** degree, involving the study and development of **prose, theatre, poetry, comedy, screenwriting** and more. Produced an original screenplay for dissertation.

Achievements, Skills & Interests

- Our **Pint Block** campaign for Department for Transport **won a Wood Pencil at the D&AD Awards 2020**
- We launched our first **advertising film campaign on our first ever placement** – view it on our portfolio
- We **both frequently use Adobe Suite** to bring ideas to life during and outside of agency briefs
- **Yama supports Liverpool FC**, plays and coaches football regularly, watches the latest movies in the cinema and recently **visited the New York VMLY&R office** to experience agency life overseas
- **Matt has completed two half marathons** for charity, managed his own **blog at alukesperspective.wordpress.com** after university and **attends rock/metal concerts** for bands like Slipknot, Enter Shikari and Biffy Clyro.